



Raven Industries has joined AGCO and BASF as the newest Operation Weed Eradication coalition member to support farmers in their weed control efforts. Operation Weed Eradication is an industry-wide mission to identify efficient practices that mitigate genetically resistant weeds on the farm. More information on this initiative can be found at operationweederadication.com.

Operation Weed Eradication Adds New Coalition Member

Raven Industries joins AGCO and BASF in industry-wide effort to eradicate on-farm pigweed.
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DULUTH, GA – [AGCO Corporation](#) (NYSE: AGCO), a global leader in the design, manufacture and distribution of agricultural machinery and solutions, announced today that Raven Industries (NASDAQ:RAVN) has joined AGCO and BASF as the newest Operation Weed Eradication coalition member to support farmers in their weed control efforts. Operation Weed Eradication is an industry-wide mission to enlist tough-minded farmers and industry leaders to take the approach that the last weed standing is the strongest, most capable and the most genetically resistant weed on the farm.

Raven Applied Technology delivers impactful technology to farmers and custom applicators around the world. Deeply committed to feeding a growing world population, Raven develops precision agriculture products that promote environmental stewardship, allowing farmers to grow more with less.

“Raven is committed to raising the bar to improve farm productivity,” said Dominic Walkes, Raven Applied Technology director of strategic initiatives. “For more than 40 years, Raven has been leading the way in sprayer efficacy, and our participation in the Operation Weed Eradication coalition reflects our ongoing commitment to helping growers improve yields and solve challenges for their ag operations.”

Operation Weed Eradication takes a balanced approach of utilizing cultural practices such as tillage and cover crops, chemical control such as layering residuals and using herbicides with multiple sites of action, and eradication diligence such as managing weeds around field edges to help growers eradicate Palmer amaranth and waterhemp from their fields.

“As we continue to build upon the efforts to drive an eradication mindset toward on-farm pigweed, the Operation Weed Eradication coalition welcomes the opportunity to add Raven as a coalition member, which will only make this industrywide initiative stronger,” said Nick Fassler, BASF technical marketing group manager. “Palmer amaranth and waterhemp are incredibly difficult weeds to control, so it is imperative that we continue to work with farmers and others in the industry to combat these weeds using multiple approaches.”

AGCO, a global leader in the design, manufacture and distribution of agricultural equipment, was the first company to join the

Operation Weed Eradication coalition.

“We are excited to have Raven join the Operation Weed Eradication coalition,” said David Webster, AGCO director of marketing for application equipment. “Adding industry members to the coalition continues to drive the initiative to eliminate these hard-to-control weed species. Our technology and systems, available through AGCO’s RoGator® and TerraGator® platforms, are geared to give farmers, retailers and professional applicators the agronomic advantage.”

More information on this industry-wide initiative can be found at operationweederadication.com.

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RoGator and TerraGator are registered trademarks of AGCO.

About AGCO

AGCO (NYSE:AGCO) is a global leader in the design, manufacture and distribution of agricultural solutions and delivers high-tech solutions for farmers feeding the world through its full line of equipment and related services. AGCO products are sold through five core brands, Challenger®, Fendt®, GSI®, Massey Ferguson®, and Valtra®, supported by Fuse® smart farming solutions. Founded in 1990 and headquartered in Duluth, Georgia, USA, AGCO had net sales of \$9.1 billion in 2020. For more information, visit <https://www.AGCOcorp.com>. For company news, information and events, please follow us on Twitter: @AGCOCorp. For financial news on Twitter, please follow the hashtag #AGCOIR.

About BASF

BASF Corporation, headquartered in Florham Park, New Jersey, is the North American affiliate of BASF SE, Ludwigshafen, Germany. BASF has more than 18,800 employees in North America and had sales of \$18.4 billion in 2019. For more information about BASF’s North American operations, visit www.basf.com/us.

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

About BASF’s Agricultural Solutions division

With a rapidly growing population, the world is increasingly dependent on our ability to develop and maintain sustainable agriculture and healthy environments. Working with farmers, agricultural professionals, pest management experts and others, it is our role to help make this possible. That’s why we invest in a strong R&D pipeline and broad portfolio, including seeds and traits, chemical and biological crop protection, soil management, plant health, pest control and digital farming. With expert teams in the lab, field, office and in production, we connect innovative thinking and down-to-earth action to create real world ideas that work – for farmers, society and the planet. In 2019, our division generated sales of €7.8 billion. For more information, please visit www.agriculture.basf.com or any of our social media channels.

About Raven Industries, Inc.

Raven Industries (NASDAQ: RAVN) provides innovative, high-value products and systems that solve great challenges throughout the world. Raven is a leader in precision agriculture, high-performance specialty films, and aerospace and defense solutions, and the company’s groundbreaking work in autonomous systems is unlocking new possibilities in areas like farming, national defense, and scientific research. Since 1956, Raven has designed, produced, and delivered exceptional solutions, earning the company a reputation for innovation, product quality, and unmatched service. For more information, visit <https://ravenind.com>.

About Raven Applied Technology

For decades, Raven Applied Technology has been committed to maximizing operational efficiencies through its innovative agriculture technology. The company’s autonomous product suite, Raven Autonomy™, is an extension of that core. From field computers to sprayer and planter controls, GPS guidance steering systems, logistics technology and autonomous solutions – Raven provides precision agriculture products designed for ag retailers and growers to remain competitive and profitable into the future. Learn more at <https://ravenprecision.com/>.

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